

ABSTRACT OF THE DISCLOSURE

5 A method for transmitting/receiving multimedia contents via a  
radiocommunication network includes a first step of a first server  
transmitting an identifier specific to a multimedia content over a  
dedicated point-to-point transmission channel to all terminals registered  
with the first server as interested in the content, a second step of the first  
server transmitting to a second server adapted to provide a broadcast  
10 content transmission service a request to broadcast a message  
including the content in its entirety and its identifier, and a third step of  
the second server broadcasting the message over a broadcast  
channel.